

# Arizona Game & Fish Department OUTDOOR EXPO

2013



## Sponsorship Information and Opportunities Packet

**Saturday and Sunday**  
March 23 – 24, 2013

Event to be held at the  
**Ben Avery Shooting Facility**

**Arizona Game and Fish Department**  
5000 W. Carefree Highway, IEHQ  
Phoenix, AZ 85086

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# Arizona Game & Fish Department OUTDOOR EXPO



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## Welcome!

***Be a sponsor of the Outdoor Expo and connect with thousands of potential customers!***

As a sponsor, you will receive extensive promotional exposure and a chance to interact with thousands at one of Arizona's largest and fastest-growing hands-on outdoor expos!

This packet contains the following information:

- Sponsorship Venues
- Attendance Data
- Promotion Overview
- Sponsorship Packages
- Contact Information

It is an honor to have such dedicated organizations sponsoring this event! YOU make the difference! Previous years' sponsors:



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# Arizona Game & Fish Department **OUTDOOR EXPO**



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## **Mission & Objectives**

### **Department Mission**

The mission of the Arizona Game and Fish Department (Department) is to conserve, enhance, and restore Arizona's diverse wildlife resources and habitats through aggressive protection and management programs, and to provide wildlife resources and safe watercraft and off-highway vehicle recreation for the enjoyment, appreciation, and use by present and future generations.

### **Outdoor Expo Objective**

The Department's objective for the annual Outdoor Exposition (Expo) is to inform, educate, train and introduce the public through activities, demonstrations and exhibits of hunting, fishing, recreational shooting, archery, wildlife watching, off-highway vehicle and watercraft recreation, wildlife conservation, wildlife education, camping, trapping and other related outdoor activities that are consistent with the Department's mission, policies and positions.





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## About the Event

**2013**



The Outdoor Expo is one of Arizona's largest events promoting wildlife-related and other outdoor recreation. Held each spring at the world-famous, 1,600-acre Ben Avery Shooting Facility in north Phoenix, the event attracts visitors from all over the state.

Kids and adults alike are welcome to take part in hands-on activities and seminars including:

- Live Wildlife
- Shooting Sports
- Fishing
- Camping
- Hunter Education
- Boating
- Archery
- Off-Highway Vehicles



Also featured are exhibitors ranging from sportsmen's and conservation organizations to government agencies and commercial outdoor product and service vendors.



The Outdoor Expo promotes these activities to current and future customers who support the Department's mission and funding through their engagement in those activities.

The Department receives no Arizona tax dollars, and no tax dollars are used in conducting the Expo.

***That is why sponsorship is so important to the Outdoor Expo!***

The considerate contributions made by our sponsors ensure this quality family experience continues to educate, inform, and engage our entire outdoor community.



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## **Sponsor Opportunities**

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The Outdoor Expo offers a variety of venues providing sponsorship opportunities, depending on sponsorship level.

### **Archery**

Hands-on opportunities to try out archery gear. Demos of bows, targets. Archery field course with 3D targets.

### **Boating**

Boats on display, exhibits and information on boating recreation and safety. Purchasing opportunities available onsite.

### **Hunter Education**

Hunter education field course. Educational presentations such as hunting turkey, how to improve your draw odds, and outdoor safety.

### **Off-Highway Vehicle Recreation**

Off-highway vehicle exhibits and information. Thrilling rock crawler and trial bike demos.

### **Shooting Sports**

Specialty shooting disciplines – cowboy action, black powder, rifle and pistol silhouette, trap/skeet and more.

### **Rifle & Pistol Manufacturers**

Try out firearms from leading firearm manufacturers. Nominal fee for ammunition.

### **Kid Casting and Demo Tanks**

Two huge youth fishing tanks (catch and release). Large fishing demonstration tank with live demonstrations.

### **Outdoor Education**

Presentations on outdoor activities and wildlife such as owls, Arizona's birds of prey and venomous reptiles.

### **Exhibitor Areas**

Over 200 exhibitors in several tents – conservation/sportsmen's groups, government agencies and commercial vendors.



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## Attendance Data

The 2012 Outdoor Expo drew a total crowd of **38,000** over the three-day event including 4,500 attending on Friday's Youth Day.

### 2012 FACTS

- \$355,945 spent within the Expo gates
- \$387,022 spent outside of the Expo
- \$742,967 Direct Economic Impact to the Community
- 61% intend to buy equipment as a result of the Expo
- Expo crowds reach far beyond North Phoenix

### Age

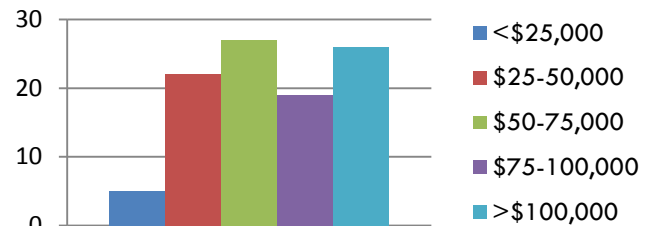
18 to 35	23%
36 to 50	45%

### Gender

Male	70%
Female	30%

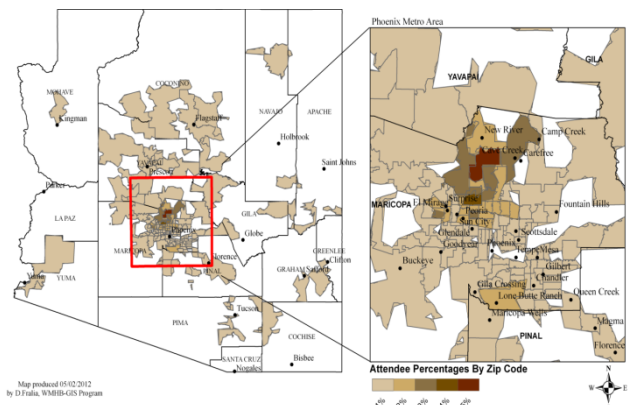
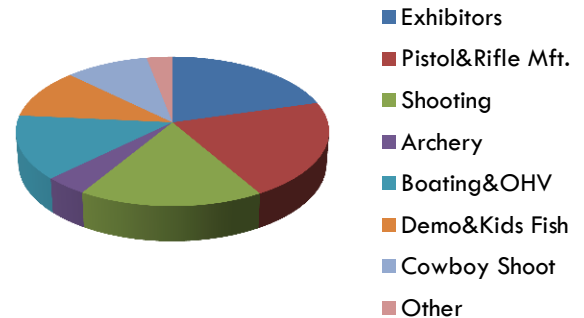
### Annual Income

<\$25,000	5%
\$25-50,000	22%
\$50-75,000	27%
\$75-100,000	19%
>\$100,000	26%



### Top Reported Attended Exhibits

Exhibitors	21%
Pistol & Rifle Mft.	21%
Shooting	17%
Boating & OHV	14%
Demo & Kids Fish	11%
Cowboy Shoot	11%
Archery	4%
Other	3%





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## Advertising

Depending on the level of sponsorship, sponsors benefit from advertising and promotion through various marketing outlets.

The Department utilizes its mass communication tools, paid advertising and relationships with media representatives to provide considerable publicity for the Outdoor Expo, including:

- Email Blasts through Department's e-News Lists
  - 2-4 releases, 86,500 subscribers
- Cable TV Spots
  - Anticipate 50 the week of event
- Radio Ads
  - Anticipate 60 the week of event
- Department's Outdoor Expo Webpage
  - Estimated 26,000 hits
- *Arizona Wildlife Views Magazine*
  - 18,000 subscribers
- Promotional Flyers
  - 20, 000 printed/distributed in advance of event
- Event Posters
  - 200 printed/distributed in advance of event
- Department Social Media
  - Facebook and Twitter
- Bi-Weekly Wildlife News e-Newsletter
  - 3-5 issues, 23,900 subscribers
- News Releases for TV, Radio and Newsprint Media
  - 3-5 releases
- Post-Event News Releases



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# Arizona Game & Fish Department **OUTDOOR EXPO** **Sponsor Packages** 2013



Due to publication schedules, sponsorship commitment must be received by **January 18<sup>th</sup>** to receive full benefits.

Please note, in fairness to all sponsoring parties, sponsorship packages may NOT be divided among organizations.

## **Gold Sponsor - \$10,000**

Sponsor's name and/or logo will be recognized in the following **statewide** publicity:

- Customized exhibitor space
- Logo under *Gold Sponsor* section of Event program
- Logo under *Gold Sponsor* section of Department's Outdoor Expo webpage
- Logo at end of Cable TV spots
- Post-event recognition in Department's *Arizona Wildlife Views* magazine
- Logo on Promotional Flyers
- Logo on Event posters
- Recognition in pre-event news releases for TV, radio and newsprint media
- Recognition in E-mail blasts to Department's e-news lists
- Recognition in event promotion via Department social media outlets
- Recognition in articles in Department's bi-weekly *Wildlife News* e-newsletter
- Recognition in post-event news release to media
- Recognition in post-event news release to media





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# Arizona Game & Fish Department

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## Sponsor Packages

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### **Silver Sponsor - \$5,000**

Sponsor's name and/or logo will be recognized in the following **statewide** publicity:

- Exhibitor space within specified or requested area
- Logo under *Silver Sponsor* section of event program
- Logo under *Silver Sponsor* section on Department's Outdoor Expo webpage
- Recognition in pre-event news releases for TV, radio and newsprint media
- Recognition in E-mail blasts to Department's e-news lists
- Recognition in event promotion via Department social media outlets
- Recognition in articles in Department's bi-weekly Wildlife News e-newsletter
- Recognition in post-event news release to media



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# Arizona Game & Fish Department **OUTDOOR EXPO** **Sponsor Packages** 2013



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## **Bronze Sponsor - \$2,500**

Sponsor's name and/or logo will be recognized in the following **statewide** publicity:

- Name (only) under *Bronze Sponsor* section of event program
- Logo on the Department's Outdoor Expo webpage
- Recognition in post-event news release to media

## **Sponsor Option #1 - \$1,000**

- Name (only) listed under *Other Sponsors* section of event program

## **Sponsor Option #2 – Under \$1,000**

- Sponsorships in any amount are appreciated; however, sponsorships under \$1,000 **receive no publicity**.

**Your Outdoor Expo contribution in any amount is greatly appreciated!**



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# Arizona Game & Fish Department

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## E-News Drive

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Currently, the Department has approximately 75,000 e-News subscribers. These free newsletters feature fishing reports, hunting highlights, wildlife updates, OHV reports and more. We encourage all Outdoor Expo attendees to sign up for this service.

Those who subscribe at the event will be entered in a prize drawing. Traditionally, these prizes are supplied by event exhibitors and sponsors. Previous prizes include:

- Photo prints
- Arizona State Parks/Nature Conservancy passes
- Shooting bags
- Coffee Mugs, t-shirts, promotional items
- Aerobatic plane ride over the Santan Mountains
- Electronic dog-training collar

If you wish to donate drawing items, please contact

**Stormi Johnson**

623.236.7222

[sjohnson@azgfd.gov](mailto:sjohnson@azgfd.gov)

Please confirm your involvement in this program no later than March 1 to ensure your organization's name and logo appear on the e-News sign up poster. This poster will be on display at all four sign-up stations throughout the Expo. Please include a high-resolution JPG copy of your logo with your confirmation.

Thank you again for your support, and we look forward to your participation in this year's event!



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# Arizona Game & Fish Department **OUTDOOR** **EXPO**

## Sponsor Application <sup>2013</sup>

Name of Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day Phone: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

On site Contact (if attending): \_\_\_\_\_

*Note: If attending, must have registration packet and tie to event objective*

Phone: \_\_\_\_\_

Mobile Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

### **LEVEL OF SPONSORSHIP**

GOLD SPONSOR- \$10,000

SILVER SPONSOR - \$5,000

BRONZE SPONSOR- \$2,500

SPONSOR OPTION #1 - \$1,000 – \$2,499 \_\_\_\_\_

SPONSOR OPTION #2- Under \$1,000 \_\_\_\_\_

E-News Drive item Donation Item: \_\_\_\_\_

Enclosed is our check for \$ \_\_\_\_\_

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# Arizona Game & Fish Department **OUTDOOR** **EXPO** **2013**

## Contact Us

Arizona Game & Fish Department would like to thank you again for your contribution and commitment to the Outdoor Expo!

If you have any questions regarding the information within this booklet, the sponsorship process, how to begin planning your sponsorship program, or to request an event registration packet, please contact:

### **Stormi Johnson**

Special Projects Coordinator

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[sjohnson@azgfd.gov](mailto:sjohnson@azgfd.gov)

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